



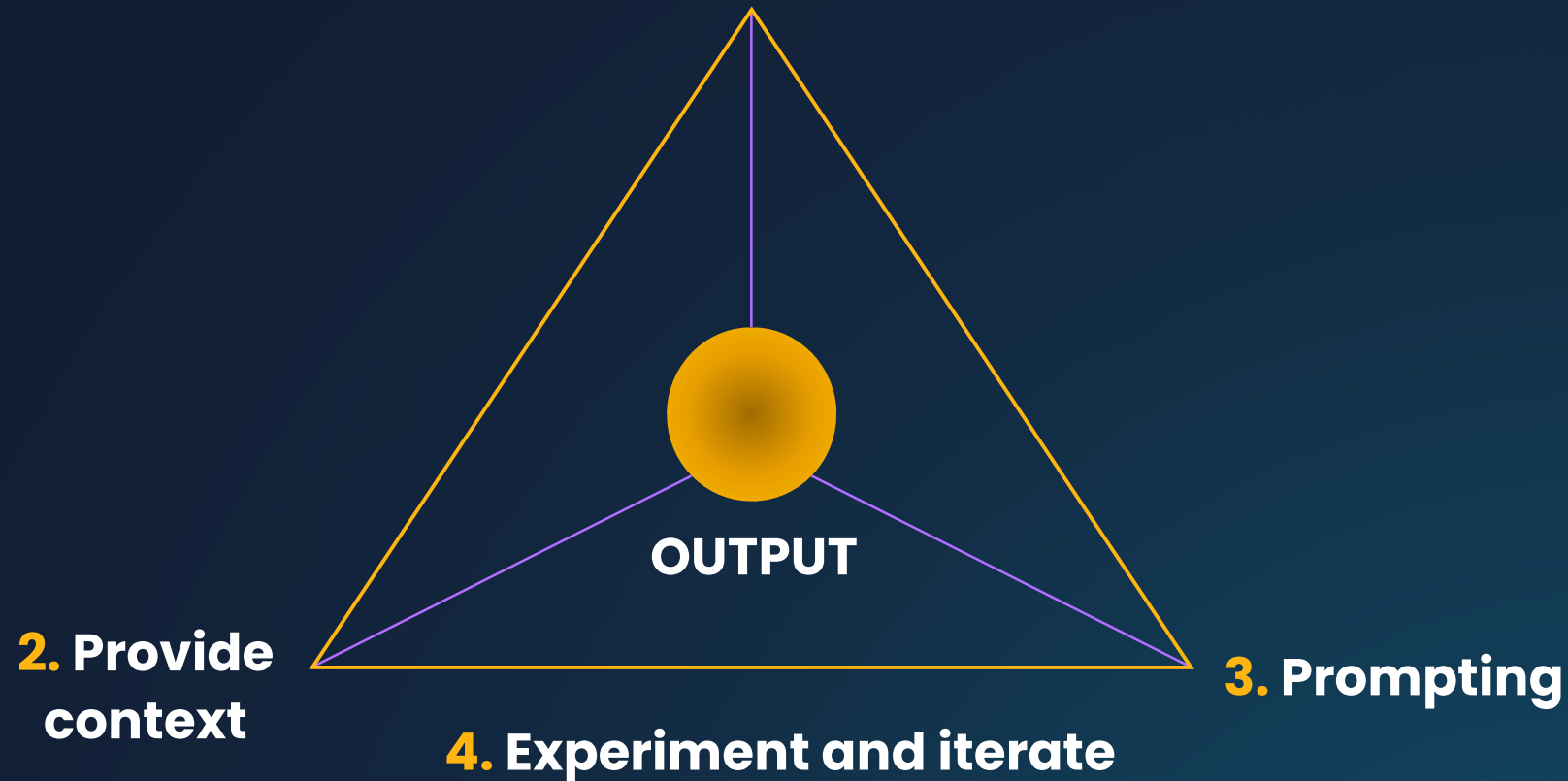
# Top Tips for Prompting AI

A Snapshot from "The AI for Medical Affairs Course"



# Getting the best possible outputs from AI

**1. Understand the model**



From [The AI for Medical Affairs Course](#)



1

“AI is your new intern who spent their summer reading the entire internet”

(but gets replaced after every task...)



## 2

# Provide context... as much as you can

let's rework this into a 2-day inperson training. 9am to 4pm each day, an hour for lunch 12-1.

The planing workshop can be longer, and come earlier.

We need another workshop bit around images and videos maybe? give me some ideas

09.30-09.45

15 mins

Welcome and introductions

09.45-10.15

30 mins

Understanding Generative AI and tools

10.15-11.00

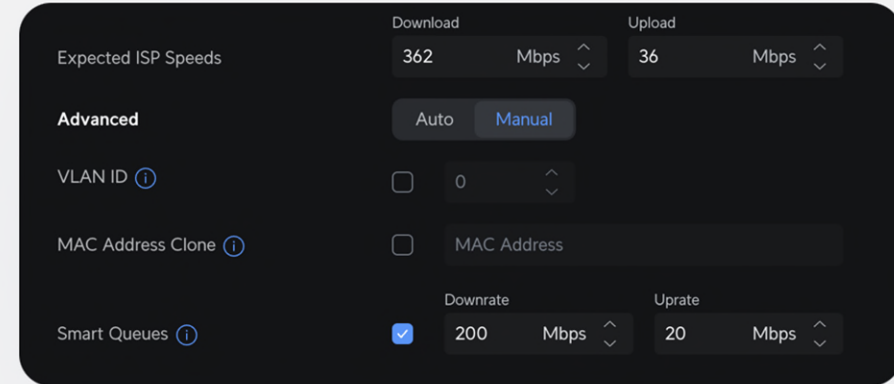
45 mins




I've got a water tank with immersion heater, but I don't use it as we also have a gas boiler. However, I get cheap electricity overnight, so think it might be worth running the immersion in the cheap hours.

However, to do that I need to make the immersion "smart". I use home assistant for the rest of the house, so have the capability.

I'm thinking a high-ampere shelly inline with the wall switch, but maybe I can replace the heating bit with something smarter? What are my options?



what values should i set for smart queues?

 MW AI blog\_Oct 24\_final.docx  
Word document

 Camino Capabilities and PDP\_v0.1\_3Jan...  
Slide deck

I'm an associate director of scientific services at Camino and I'm responsible for growing organising and training the scientific services team. We've grown really quickly over the past 6 months, in terms of people and revenue, and have lots of small/medium sized accounts. We do a variety of traditional med comms work, such as internal training, advisory boards, as well



# 3

## Prompting with details

### Objective

Project update  
Invite to a meeting  
Recipe ideas...

### Role

Professor  
Mentor  
Critical  
Aggressive  
Pirate...

### Audience

Nationality  
Patient  
Expert  
Oncologist  
Internal team...

### Format

Email  
Storyboard for a video  
Bullet points for a presentation...

### Tone

Formal  
Informal  
Inspiring  
Technical...

### Details

Mention patient numbers  
The most important part is <insert>  
Include a clear call-to-action...



3

## Iterative prompting

“no, make it shorter”

“more like this example”

“make it friendlier”

“make it better”



# 4

## Experiment and iterate

- What didn't work today, might work tomorrow
- "The jagged frontier"
- You are the best at deciding what's "correct" for your job

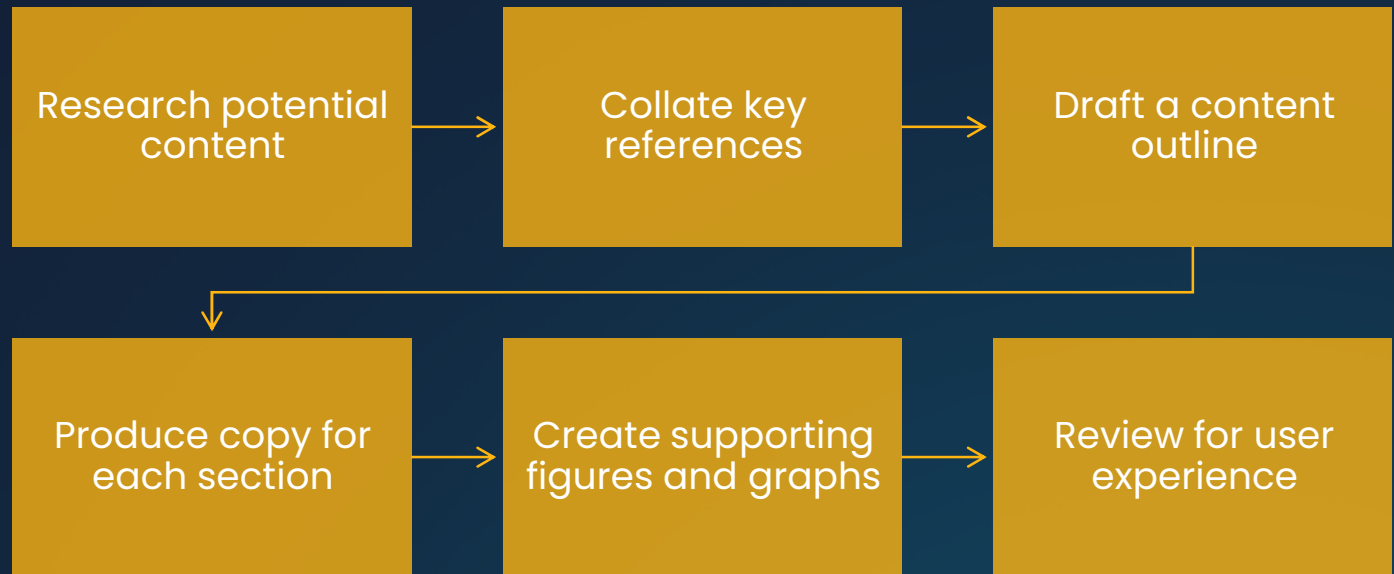


# 4 Experiment and iterate: break it dwn

## Potential prompt

- I am responsible for creating new content for our medical website.
- It should focus on our key data and the unmet need
- Help me write the content including figures and graphs.

## Let's go step-by-step



## 4 Experiment and iterate

**But don't expect perfection**

**Apply the 80:20 principle**



# Key principles

- Chat naturally
- More is more – context, detail and examples
- Break tasks down into sub-tasks, and check each step
- Apply your own strengths
- Experiment with different sub-tasks
- Don't expect perfection (80% is great)

The best intern  
you've ever known!



# AI applications in Medical Affairs

- Drafting emails, slides, and medical content
- Literature monitoring and synthesis
- Summarizing large or multiple documents
- Slide deck development using source content and strategy
- Training and educational material creation
- Marketing material review and compliance checks
- KOL insights analysis on sentiment, influence, and trends
- Real-world evidence monitoring and signal detection
- Strategy development and gap analysis
- Automated project reminders and action tracking





# Thank you!

## Interested to learn more?

- 🌐 Visit [The AI for Medical Affairs Course](#)
- ✉ Or contact [Inge Cornelis](#), CEO at CELforPharma

